

FACTORS AFFECTING THE ACCEPTANCE OF INDIVIDUALS TO WORK AS SALES REPRESENTATIVES (APPLIED STUDY ON THE STUDENTS OF THE MARKETING DEPARTMENT)

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ABSTRACT

Companies nowadays rely heavily on sales representatives to sell and promote their products and achieve direct contact with the consumers, as sales representatives constitute an effective link between the companies and the customers in the various markets. However, this link will not be able to achieve its intended goals if the sales representative does not believe in what he/she does, or feels that there are many obstacles facing him/her in this field of work. This feeling can negatively affect the performance of the sales representative and form an obstacle that stands in the way of achieving the goals planned by the company. One of the factors behind conducting this research is that the researcher has noticed -during her teaching career in the marketing department- that there is a lack of acceptance of marketing students to work as a sales representative. Thus, the present research focuses on identifying the factors affecting the degree of acceptance of marketing students to work as sales representatives.

In order to achieve the objectives of this research, a questionnaire was designed, consisting of 26 questions covering four dimensions where each dimension relates to a hypothesis of the study, namely: (The nature of dealing with the sales representative, the sales representative's financial return, the sales representatives' guarantees and the sales representative's characteristics). The questionnaire was administered to the marketing students at Zarqaa University and Al-Zaytoonah University.

Through statistical analysis and the utilization of means, the first hypothesis, suggesting that the sales representative is treated in a good and satisfactory manner by others, is rejected, indicating that a sales representative is not well-treated by others with a mean of (2.956). As for the second hypothesis, which suggests that the financial factor has a positive impact on the marketing students' acceptance of working as sales representatives, it is accepted with a mean of (3.550). The third hypothesis, suggesting that legal and social guarantees have a positive impact on the marketing students' acceptance of working as sales representatives, is accepted with a mean of (3.741). The fourth hypothesis, suggesting that the sales representative's personal characteristics have a positive impact on his/her success, is also accepted with a mean of (3.640).

KEYWORDS: Sales Representative, Awareness, Factors, Students, Training

INTRODUCTION

The organizations' approaches in selling products and establishing direct communication with the consumers rely heavily on the sales representatives, as they play an active role in increasing sales and gaining customers. Currently, many companies rely on sales representatives to communicate with the customers, promote their products and reach their sales targets. Sales representatives play a major role in achieving the goals of industrial and commercial organizations and services through the sale of goods and products, and reaching the planned sales targets. They form one of the basic pillars

of any organization (industrial, commercial and services) at the present time. The success of the sales department in achieving its objectives depends on the ability of the sales force (a subsidiary of the organization or an intermediary) to perform their duties with a high level of efficiency and effectiveness. This is due to the fact that these forces represent a direct communication link between the sales department and markets spread over a wide geographical patch, and areas that may be difficult to be accessed by the sales department unless through a competent sales representative who have the ability to persuade, gain and satisfy customers and provide them with information about the products he/she deals with.

A successful sales representative is one who is able to attract the customers, establish a long-term relationship with them and build their loyalty towards the organization and its products (Alamydai 2008). Selecting and appointing sales representatives in a meticulous approach has become an essential practice for business organizations due to the active role it plays in building a prosperous future for business organizations, prompting these organizations to develop a set of rigorous standards for the process of selecting and appointing sales representatives, such as academic qualifications, personality and intelligence tests and the level of training required to prepare them in a manner through which they become able to promote and sell the company's products to existing customers, and attract new customers to deal with the company in accordance with its policies. (Al samydai & Rudaina2010) suggests that sales representative can bring a competitive edge to the company's products by heightening the consumers' awareness of the products, their importance to them and their possession of the qualities they desire, in addition to building bridges of trust between the customers and the company while playing an important role in providing the company with information about customers and their reaction, thus enabling the company to design a successful production and marketing strategy. (Alamydai& Rudaina2010) summarizes the role of the sales representative as follows:

- Meeting the customers.
- Helping the customers to make a purchase decision.
- Urging and persuading the customers.
- Negotiating.
- Instilling confidence in the customers.
- Completing the sale.
- Promoting products.
- Providing the organization with information about the customers.
- Developing a long-term relationship with the customers.

Due to the importance of the role played by sales representatives, companies search for them in a variety of sources in order to select and appoint the elite, who possess the required qualities that enable them to duly accomplish their tasks as they are the key to a successful business. Managements realize that a good product does not guarantee the success of the company, but rather the salespeople including sales representatives, thus, companies seek to enroll their services from many sources. In a similar context, (Al samydai & Rudaina 2010) indicates that the lack of talented sales men of high ability in carrying out their duties and to achieve good and efficient communication with customers will make the selling point lose customers, and that this has serious repercussions on the ability of the sales department in achieving its goals (Williams, 2006). Therefore, the sales department must search all the sources through which it can get good sales men (Bakosh, 2009) (Stanton, 2003), (Zoltners A., Sinha and Zelther G., 2001,).

The sales forces sources can be summarized as follows:

Within the Organization

Marketing managers may feel that some workers are willing to work outside the company, and find that they have the ability to work as sales representatives. What distinguishes these workers is that they have sufficient information about the organization, its objectives and strategies and the types of products and different markets, thus making them qualified to work as sales representatives.

Other Organizations

The employees in other organizations are an important source for getting sales forces. The desire of a section of workers in a competing or non-competing organization may be due to several reasons, personal or material. What distinguishes these people is that they may be experienced in the sales forces work field, which means that they might not need great rehabilitation and training programs. The sales department, however, has to accurately identify their reasons for leaving their companies, to ensure that they weren't sent by the other companies in order to obtain information about the company and its activities. Their leaving may also be caused by reasons such as seeking a higher income or being released due to their incompetence.

The Internet

The Internet and across sites are used to search for salespeople, or what is offered by individuals on their sites of qualifications and requests for certain jobs including sales forces. The organization and its sales management use the Internet to identify the candidates through their biographies and qualifications, which are included in the requests for appointment through the private investment websites.

Educational and Scientific Institutions

They include university graduates, community colleges, vocational schools, technical schools. There are some companies that announce the sales forces they want through the mass advertising means (Mass Media) for the purpose of obtaining applicants for appointment. In the selection process of salesmen from such graduates, the organizations focus on the process of training within competitive and differential training programs capable of rehabilitation and good preparation for them to be good sales men and able to perform tasks and reach the desired objectives. (Charles & al 2010) indicate that the process of selecting salespeople represents a major challenge to the sales manager, and that this challenge will increase as a result of the complexity of this job at the present time, prompting workers in the sales department to look for salespeople among university students.

Employment Offices

A lot of requests are submitted to the employment offices, which are important sources of selection of salespeople. The sales department then studies these submitted requests and chooses the ones matching the required specifications.

RESEARCH QUESTIONS

This research aims to answer the following questions:

- Why are students in the marketing department unwilling to work as sales representatives?

- Do the reasons behind the lack of acceptance of students in the marketing department to work as sales representatives include any of the following?
- The nature of dealing with the sales representative
- The sales representative's financial return
- The sales representatives' guarantees
- The sales representative's characteristics

THE OBJECTIVES OF THE STUDY

This research focuses on identifying the factors affecting the acceptance of marketing students to work as a sales representative. In order to achieve the objectives of this research, a questionnaire was designed, consisting of 26 questions covering four dimensions where each dimension relates to a hypothesis of the study, namely: (The nature of dealing with the sales representative, the sales representative's financial return, the sales representatives' guarantees and the sales representative's characteristics). The questionnaire was administered to the marketing students at Zarqaa University and Al-Zaytoonah University. Data will be dealt with through using statistical analysis and testing hypotheses to draw the conclusions and recommendations

- To identify the awareness of the research's sample of the importance and the role of a sales representative in achieving the organization's objectives.
- To identify the factors that affect the sample's member's acceptance of working as a sales representative.
- To identify the manner of evaluating the research's sample as sales representatives.
- To identify the most important problems that might be faced by the sales representative from the sample's point of view.

THE IMPORTANCE OF THE RESEARCH

- To identify the factors affecting the degree of the marketing students' acceptance to work as sales representatives, in order to develop the appropriate treatments and recommendations that must be relied upon to raise their awareness of this job.
- To increase the awareness of marketing students of the importance of the sales representative's job in addition to the important role of this job in achieving the objectives of the organization.
- To provide proposals or suggestions that would help in creating a good image for the sales representative and to encourage students to take this job.

THE HYPOTHESES OF THE STUDY

Several hypotheses were proposed to corroborate the objectives of this research:

H1- The sales representative is treated in a good and satisfactory manner by others.

H2- The financial factor has a positive impact on the marketing students' acceptance of working as sales representatives.

H3- legal and social guarantees have a positive impact on the marketing students' acceptance of working as sales representatives.

H4 - The sales representative's personal characteristics have a positive impact on his/her success.

LITERATURE REVIEW

The companies' reliance on the sales representative in contacting customers and achieving a profitable relationship with them that would enable him/her to build a long-term relationship and promote and distribute the company's products and reach its sales targets, has prompted workers in marketing, sales and research centers to focus on defining the role that the sales representative plays in the success of companies and sales departments in implementing their sales plans. Research was conducted in order to determine the role of the sales representative, the obstacles that may negatively affect his/her work -rendering him/her unable to achieve the designated targets- and to develop the appropriate remedies for such obstacles. One such study is the study of Ladislav 2011, which suggests that sales representatives do not receive a lot of respect from others in Poland. The study indicated that only 45% of sales representatives feel that they are respected by others, while 65% feel that they are not. This obviously negatively affects their work and their ability to reach their planned sales targets. Companies, therefore, should launch awareness campaigns to urge others to deal with sales representatives in a good manner. Conversely, the exploratory study conducted by (Charles & al 2010) on MBA students, which aimed to identify the extent to which the curriculum of the program matches the reality of the labour market, indicated that 60% of the students had learned about sales through the MBA and business administration courses, and have had positive experiences in sales.

Based on a poll of managers' opinions, Galea (2006) claims that selecting and appointing sales representatives is one of the most difficult tasks of companies, and that they need to look for new external sources rather than rely solely on internal sources. The study further suggests that universities provide students with information and backgrounds in sales, which help them get their work done. Nachnami (2007) similarly notes that the job of a sales representative requires a variety of prerequisites such as the development of knowledge about business, how to deal with customers, the nature of new products, studying and analyzing the market and predicting sales amounts, indicating that such prerequisites necessitate individuals specialized in the field of marketing. Analogous to these studies is the study of Ellis (2000), which indicates that the selection process of sales representatives is one of the most difficult tasks faced by sales managers, and that companies seek to select sales representatives from students of graduate business administration programs as they will provide the sales department with a competitive advantage due to the information and knowledge they have acquired in universities. Conversely, Chapman 2013 indicates that some companies do not require sales representatives to have a university degree, but rather depend in their choice on the sales representative's ability to persuade consumers and businesses to buy the company's products.

A number of studies investigated the effect of personal qualifications and rehabilitation on the effectiveness of sales representatives. Barrick & AL used 91 sales representatives to test a process model that assessed the relationship of conscientiousness to job performance through mediating motivational (goal-setting) variables. Linear structural equation modeling showed that sales representatives high in conscientiousness are more likely to set goals and are more likely to be committed to goals, which in turn is associated with greater sales volume and higher supervisory ratings of job performance. Results of the study also showed that conscientiousness is directly related to supervisory ratings.

On the other hand, a study conducted by (Sabnis & al 2013) concluded, through the data that have been obtained from 461 sales representatives working for four companies, that the training process will increase their efficiency and

enable them to adapt to the size of the market. On a similar note, MiChelle & al (2013) indicate that the lack of successful training programs for sales representatives will lead to poor results; sales managers must emphasize the significance of designing successful training programs that would motivate sales representatives and increase their capabilities and enable them to perform their work effectively. The study of Kim Tan essentially proposes utilizing Kirkpatrick's Four Level Training Evaluation Model (Donald Kirkpatrick, 1994) to examine the interrelationships among its four levels of training evaluation (reaction, learning, behavior change, and organizational outcomes) and how they can be applied in determining sales training effectiveness in retail organizations. Future research emphasis and implications are then discussed that may help retailers better evaluate their sales training provisions while developing effective and accountable sales training efforts that will increase overall sales force productivity.

METHODOLOGY

Data Source

The researcher relied on two types of data sources in collecting the necessary data and information to conduct this study:

- Secondary sources, pertaining to the information obtained from the available literature and the results of previous studies on the subject of the study in order to develop the study hypotheses
- Primary sources pertaining to collecting data; an initial questionnaire was designed and administered to (28) students in the department of marketing. In light of the results the final questionnaire was designed and then evaluated by a number of specialists in the fields of marketing to provide guidance through their views and suggestions in finalizing the questionnaire which included (26) questions divided into four dimensions.

The Scale and Dimension

The Statements of the questionnaire were designed according to the quintet (Likert) scale (5 very much), (4 much), (3 neutral), (2 a little), (1 rarely).

The study was divided into four dimensions, which are:, and

- Dimension (1):The nature of dealing with the sales representative, questions (1, 2, 3, 4, 5, 6, 7, 8, 9 and 10)
- Dimension (2):The sales representative's financial return, questions (11, 12, 13, 14, 15 and 16)
- Dimension (3):The sales representatives' guarantees, questions (17,18)
- Dimension (4):The sales representative's characteristics, questions (19, 20, 21, 22, 23, 24, 25 and 26)

The distribution process of the questionnaire lasted from 20-12-2012 until 20-1-2012, 270 questionnaires were distributed, while 255 questionnaires valid for statistical analysis were received constituting a percentage of 90%.

Analyzing Method

Several statistic techniques were used including Cronbach's alpha, frequency analysis, descriptive analysis, and Spearman's correlation coefficient for testing the hypotheses, the T-test was used to accept/reject the hypotheses (groups) through testing the average mean of single sample, based on the value of scale midpoint, the higher the value the more favorable the attitude, and the vice versa. A mid point equal to 3 was chosen by adding the lower coded value of the Likert scale (1) and the upper coded value (5) of the Likert scale and dividing it by 2. It should be noted that for analytical treatment, "a little" and "'rarely" were regrouped into "neutral", while "strongly agree" was regrouped into "very much".

RESULTS

Test of Reliability

The reliability coefficient of (Cronbach's Alpha) is considered to be "acceptable" when it is about 70% or higher in most social sciences research situations. The following table indicates the result of this test in the current study which is 72%.

Table 1: Reliability Coefficient

No. Cases	Cronbach's Alpha	No .of Items
255	72%	28

Results General

Utilizing arithmetic means, and based on the four dimensions, the results of the descriptive analysis indicate that, regarding the success of a sales representative, his/her ability to manage the conversation ranked first with a mean of (4.168), while that an experienced sales representative is more successful than an inexperienced one ranked second with a mean of (4.062),the quality of possessing detailed information about the products ranked third with a mean of (4.007), and the company's appreciation for the efforts of the sales representatives ranked last with a mean of (2.325).

Table 2: Results General

	Mean	Std. Dev.
First dimension: The nature of dealing with the sales representative	-----	-----
1-You believe that the sales representative is respected by others.	2.541	2.626
2- You believe that the sales representative is well-received by the people he/she deals with.	2.388	.996
3- You believe there is an apprehensiveness of dealing with the sales representative.	2.941	1.140
4- You believe that the sales representative is trusted.	2.709	.953
5- You believe that the sales representative represent his company well.	3.247	1.067
6- You believe that the sales representative fulfills the promises he/she makes to customers.	3.870	.985
7- You believe that many individuals would like to work as sales representatives.	2.592	.822
8- You would like to work as a sales representative.	3.431	1.028
9- You encourage others to work as sales representatives.	3.521	2.777
10- You believe that companies appreciate the efforts of sales representatives.	2.325	.959
Second dimension: The sales representative's financial return	-----	-----
11- You would like to work as a sales representative for a commission dependant on the amount of sales you make.	3.776	3.250
12- You would like to work as a sales representative for a salary and a commission.	3.921	.914
13- You would like to work as a sales representative for a salary.	3.886	1.011
14- The amount that a sales representative receives is disproportionate to the effort he/she makes.	3.651	1.325
15- The transportation expenses incurred by the sales representative constitute a large percentage of the wages he/she earns.	3.0588	1.143
16- You believe that the income of the sales representative is financially rewarding.	3.317	1.192
Third dimension: The sales representatives' guarantees	-----	-----
17- A sales representative must have legal protection.	3.541	1.074
18- - A sales representative must have social security.	3.941	.748
Fourth Dimension: The sales representative's characteristics	---	----

Table 2 :Contd.,

19- You believe that the sales representative's success is dependent on his/her academic qualifications.	3.756	.829
20- You believe that the sales representative's success is dependent on his/her ability to manage the conversation.	4.1686	1.957
21- You believe that the sales representative's success is dependent on his/her possession of detailed information about the products he/she sells.	4.007	.851
22- You believe that an experienced sales representative is more successful than an inexperienced one.	4.062	2.571
23- You believe that the sales representative's ability to persuade represents the main characteristic for his/her success.	3.713	.860
24- You believe that the sales representative's physical appearance plays a major role in his/her success.	3.639	.965
25- You believe that males are more successful than females as sales representatives.	2.266	.122
26- You believe that females face more difficulties than males as sales representatives.	3.509	1.093

According to the views of the members of the sample, the sales representative does not have the respect of others as the arithmetic mean was (2.788), this obviously represents a major deterrent of the individuals' willingness to work as sales representatives. Members of the study sample also believe that individuals are apprehensive of dealing with the sales representatives, with a mean of (2.941). This reluctance leads individuals to treat the sales representative in an uncooperative and inhospitable manner, prompting him/her to feel undesirable and untrustworthy, which will negatively affect his/her work and performance level. Additionally, the sample's members believe, with a mean of (2.325), that companies do not appreciate the efforts made by the sales representative in achieving their goals through the distribution and promotion of their products.

Table 3: Individuals' and Companies' Treatment of the Sales Representative

	Mean	T	Rank
First dimension: The nature of dealing with the sales representative	-----	-----	---
1- You believe that the sales representative is respected by others.	2.541	-4.618	8
2- You believe that the sales representative is well-received by the people he/she deals with.	2.388	-9.720	9
3- You believe there is an apprehensiveness of dealing with the sales representative.	2.941	-.824	5
4- You believe that the sales representative is trusted.	2.709	-4.33	6
5- You believe that the sales representative represent his company well.	3.247	3.696	4
6- You believe that the sales representative fulfills the promises he/she makes to customers.	3.870	14.106	1
7- You believe that many individuals would like to work as sales representatives.	2.592	-4.589	7
8- You would like to work as a sales representative.	3.431	6.699	3
9- You encourage others to work as sales representatives.	3.521	2.999	2
10- You believe that companies appreciate the efforts of sales representatives.	2.325	-11.222	10
H1	2.956	-1.377	---

Members of the sample, with a mean of (3.921), would prefer to work as sales representatives for a salary and receive a percentage of the amount of sales made as a commission, as they feel that a monthly salary would provide them with psychological stability while being encouraged to work harder in order to receive a higher commission to improve their income.

Table 4: The Sales Representative's Financial Return

Second Dimension: The Sales Representative's Financial Return	Mean	T	Rank
11- You would like to work as a sales representative for a commission dependant on the amount of sales you make.	3.776	3.814	3
12- You would like to work as a sales representative for a salary and a commission.	3.921	16.092	1
13- You would like to work as a sales representative for a salary.	3.886	13.996	2
14- The amount that a sales representative receives is disproportionate to the effort he/she makes.	3.651	7.845	4
15- The transportation expenses incurred by the sales representative constitute a large percentage of the wages he/she earns.	3.058 8	.821	6
16- You believe that the income of the sales representative is financially rewarding.	3.317	4.253	5
	H2	3.550	9.890

Members of the sample find it necessary to provide the sales representative with the legal protection to be safeguarded from front and fraudulent companies, and to have social security so as not to be preoccupied with worries about the future, as that will negatively affect the performance of the sales representative and prompt him/her to seek a more stable job that provides social security, thus affecting the companies' work rotation and forcing the sales representative to move from one job to another.

Table 5: The Sales Representatives' Guarantees

Third Dimension: The Sales Representatives' Guarantees	Mean	T	Rank
17- A sales representative must have legal protection.	3.541	8.042	2
18- - A sales representative must have social security.	3.941	20.093	1
	H3	3.741	16.645

Members of the sample believe that the sales representative's ability to manage the conversation qualifies him/her to be successful in his/her job as this characteristic ranked first in 'The sales representative's characteristics' dimension with a mean of (4.1686). Ranked second was the factor of the sales representative's experience with a mean of (4.062), while possessing detailed information about the products ranked third with a mean of (4.007).

Table 6: The Sales Representative's Characteristics

Fourth Dimension: The Sales Representative's Characteristics	Mean	T	Rank
19- You believe that the sales representative's success is dependent on his/her academic qualifications.	3.756	14.564	4
20- You believe that the sales representative's success is dependent on his/her ability to manage the conversation.	4.1686	9.531	1
21- You believe that the sales representative's success is dependent on his/her possession of detailed information about the products he/she sells.	4.007	18.910	3
22- You believe that an experienced sales representative is more successful than an inexperienced one.	4.062	6.601	2
23- You believe that the sales representative's ability to persuade represents the main characteristic for his/her success.	3.713	13.244	5
24- You believe that the sales representative's physical appearance plays a major role in his/her success.	3.639	10.571	6
25- You believe that males are more successful than females as sales representatives.	2.266	- 10.435	8
26- You believe that females face more difficulties than males as sales representatives.	3.509	7.445	7
	H4	3.640	17.078

DISCUSSION AND CONCLUSIONS

The study reached the following:

Through statistical analysis and the utilization of means, the first hypothesis, suggesting that the sales representative is treated in a good and satisfactory manner by others, is rejected, indicating that a sales representative is not well-treated by others with a mean of (2.956).

As for the second hypothesis, which suggests that the financial factor has a positive impact on the marketing students' acceptance of working as sales representatives, it is accepted with a mean of (3.550).

The third hypothesis, suggesting that legal and social guarantees have a positive impact on the marketing students' acceptance of working as sales representatives, is accepted with a mean of (3.741).

The fourth hypothesis, suggesting that the sales representative's personal characteristics have a positive impact on his/her success, is also accepted with a mean of (3.640).

- According to the views of the members of the sample, the sales representative does not have the respect of others as the arithmetic mean was (2.788), this is consistent with the results of the study of Ladislav 2011, which indicates a lack of respect for sales representatives in Poland. Furthermore, members of the study sample also believe that individuals are apprehensive of dealing with the sales representatives, with a mean of (2.941), and that this apprehensiveness leads individuals to be unwilling to deal with the sales representative. Additionally, the results indicated that individuals are inclined toward not trusting the sales representative, prompting him/her to be unwilling to do his/her job, which is confirmed by the students (study's sample) willingness to work as sales representatives, which scored an arithmetic mean of (2.592). Members of the sample also indicated that companies do not appreciate the efforts made by the sales representative.
- The study showed that the sales representatives represent their companies well, with a mean of (3.247), and that they fulfill the promises they make to customers, with a mean of (3.247), indicating that sales representatives work conscientiously in maintaining and achieving the goals of the company. This is consistent with the study of Barrick and al 1993, which indicates that sales representatives with high conscientiousness are more likely to set goals and more likely to be committed to these goals.
- Members of the sample would prefer the job of a sales representative for a salary and a percentage of the amount of sales made as a commission with a mean of (3.921), this constitutes a major incentive for the sales representative to increase the amount of sales and remain in his/her job, as being unsatisfied with what he/she earns will prompt the sales representative to seek other jobs.
- Individuals seek to achieve stability through having legal protection and by securing their social rights. This is confirmed by the study with a mean of (3.541) for having legal protection, as this protection will guarantee the sales representative his/her material and moral rights, as well as safeguard him/her from front companies and fraud. The members of the sample also believe that sales representative should have social security in order to ensure their future stability.
- Members of the sample believe that the sales representative's ability to manage the conversation qualifies him/her to be successful in his/her job as this characteristic ranked first in 'The sales representative's characteristics' dimension with a mean of (4.1686), they also feel that experience is an effective factor in the success of a sales

representative who is experienced in this field of work, with a mean of (4.062). The study further indicates that males are less successful than females in the sales representative field of work with a mean of (2.266).

- The study indicates that the success of the sales representative is influenced by his/her academic qualifications with a mean of (3.756). This is consistent with the results of the study of Charles and Al 2010, which indicates that 60 % of the students have accumulated knowledge about sales through the courses of the MBA programs, which has had a positive impact on their work, as well as the study of Galea 2006 and Yen, which indicates that universities provide students with a knowledge base for sales and marketing.
- The results of this study corroborate the study conducted by the Nachnam 2007, which suggests that the job of a sales representative requires a variety of prerequisites such as the development of knowledge about business, how to deal with customers, the nature of new products, studying and analyzing the market and predicting sales amounts, indicating that such prerequisites necessitate individuals specialized in the field of marketing. On the other hand, Chapman 2013 argues that a salesperson who has sufficient knowledge of the market and the promotion of products would be skilled in utilizing various sales methods on different groups of different potential consumers, regardless of his/her possession of sufficient information about the products. This is not consistent with the results of the present study, which indicates that a sales representative who has detailed information about the products would be successful with a mean of (4.007). The findings of the study also suggest that the sales representative who has the experience and training -which is considered as one of the cornerstones of the sales representative's acquisition of skills and increased experience- achieves success with a mean of (4.062). This is consistent with the studies of sabnis 2013, Michelle 2012 and 2012 Kim, which stressed the importance of training in increasing the efficiency of the sales representative, and especially successful programs that lead to good results. These studies also emphasized that good training has an effective effect on the attitude of the sales representative and his/her ability to increase the amount of sales.

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